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Of Particular Interest to Buyers of

Trade catalog

GLADIOLI

If you are looking for both quality and quantity at prices that are right we can interest you as we

"HAVE THE GOODS."

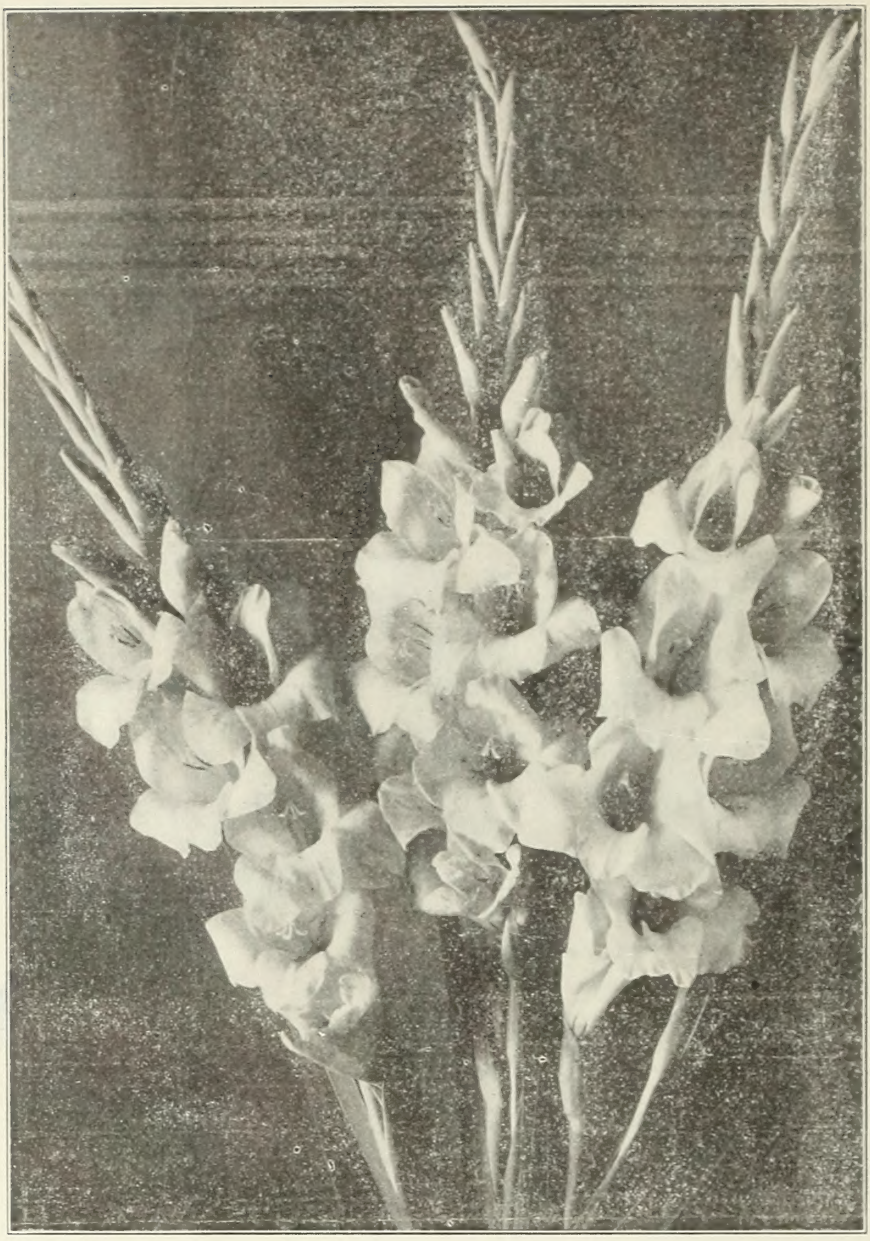
Take a few moments and read some of the things that have been said about our new Gladiolus

"AMERICA"

the "FINEST THAT EVER HAPPENED."

JOHN LEWIS CHILDS

FLORAL PARK, N. Y., U. S. A.



No. 1—GLADIOLUS "AMERICA"

A FEW POINTS OF MERIT

COLOR:—A beautiful soft flesh pink, very light and much like "Enchantress" Carnation, except slightly tinged with lavender which gives it the delicate coloring of the most beautiful Lælias. Words fail to do justice in describing this grand and glorious color; it must be seen to be appreciated.

SIZE:—Growth is very strong and healthy, producing a beautiful dark green foliage, and a strong, erect spike of the largest flowers, well set to show to the best advantage.

PURPOSES:—For florists' use its color makes it everything to be desired; delicate, attractive and absolutely new, no other color in Gladiolus like it or one-half so beautiful. It has created a sensation in the cut flower markets, selling for more than five times the price of other varieties.

FOR BEDDING its exceptionally rich dark green foliage and erect spikes of extra large and beautiful flowers make it most desirable for planting in beds in parks, private estates, etc.

Strong Bulbs, $10.00 Per 100. $75.00 Per 1000

Some "Remarks," and "Testimonial"

From "Florists' Exchange," August 18th, 1906

Gladiolus America—The Florists' Exchange has received from John Lewis Childs, Floral Park, N. Y., a basket of flowers of that beautiful gladiolus, "America." The lively pink shade possessed by this variety, together with the size of the individual segments, places "America," we believe, at the head of all gladioli for commercial purposes.

From Mr. J. Austin Shaw's Notes in the "Florists' Review," Aug. 16th, 1906

"A visit to the great gladiolus farms of John Lewis Childs, Floral Park, last week revealed a scene of expansive and variegated coloring such as I never have before witnessed. Over 125 acres are devoted to the cultivation of this king of summer flowering bulbs, and as the average production is 80,000 to the acre, you can reckon for yourself the enormous output yearly. There are over 400 named varieties, the most popular one of all to date being "America," a beautiful soft pink."

From "Horticulture," Aug, 25th, 1906. Echoes From the Newport Show

Of the trade exhibits at the show a large display of gladioli from John Lewis Childs, Floral Park, N. Y., was one that attracted a great deal of attention; the variety "America," which has been recently introduced, was especially conspicuous and the object of much favorable comment from gardeners and others. For this collection Mr. Childs was awarded a first-class certificate of merit and a gratuity.

From "Florists' Review," Aug. 23, 1906 Remarking on Exhibit at S. A. F. Convention at Dayton, Ohio

John Lewis Childs, Floral Park, N. Y., a big show of cut gladioli of many strains, conspicuous being "America," light pink.

From Florists' Exchange," Aug. 25th, 1906, Remarking on S. A. F. Convention at Dayton, Ohio

John Lewis Childs, Floral Park, N. Y., made an excellent showing of gladioli, embracing 75 varieties. A specialty was his latest attraction, "America," which is unquestionably a flower of unusual quality.

From "Horticulture," Aug. 28th, 1906 Remarking on Exhibit at Boston, Mass.

One of the most notable exhibits was that of gladioli by John Lewis Childs of Floral Park, N. Y., in which his new variety, "America," was prominent and received much favorable comment.

From "Am. Florist," Sept. 8th, 1906

While there is always something peculiarly attractive to visitors at the establishment of John Lewis Childs, Floral Park, N. Y., a look over it at the present time is worth a long journey. The gladiolus season is on and a drive through the gladiolus farms is delightful. There are over 100 acres in bloom, presenting a gorgeous color view. As there are about 80,000 bulbs planted to the acre the spikes run to many millions. Conspicuous among them all is the new Gladiolus "America," now being disseminated. In color it is a soft lavender pink, very light, almost a tinted white, spikes two and three feet long, very large spreading blooms, and luxuriant dark green foliage. It is evidently a favorite with florists already, bringing more than any other variety in the New York cut flower market. When cut it lasts in water a week or more, the blossoms retaining their vigor and delicate coloring to the last.

It would be impossible to enumerate all the different handsome sorts seen in the field, but some are too striking to pass unnoticed: Attraction, deep, dark rich crimson, with a pure white center and throat; Wild Rose, delicate bright rose; Blue Jay, rich deep blue, said to be the only real blue in the market; Cardinal, bright scarlet; Deborah, dark red tinged with amaranth; Harlequin, white and dark crimson, striped, mottled and spotted; Irene, a fine pink; Jay, large flowered bright crimson pink, flamed darker, with mottled throat; Los Angeles, large pure white, freely marked, penciled and blotched with bright rosy crimson; Melrose, white, flaked pink, with bright crimson center; Nezinscott, bright blood scarlet with deep crimson black blotches and white mottlings in throat; Wm. Falconer, clear light pink with enormous flowers; May, extensively planted for cut flowers, almost pure white, with markings of bright rosy crimson; Contrast, intense scarlet, with large distinct pure white center neither tinted nor mottled, a most striking variety; and Sulphur King, a beautiful clean sulphur yellow, are varieties which should be seen by everyone.

FUTURE AS A "FORCER" IS ASSURED

(Testimonial)

FLORAL PARK, N. Y., May 25, 1906.

Mr. John Lewis Childs,

DEAR SIR:—Last winter I planted some bulbs of Gladiolus "America" in a bench along side of some "Shakespeares" for the purpose of testing their value as a forcing variety, and I am pleased to say that they not only came as early as "Shakespeare" but their color was beyond description, equaling any orchid I have ever seen. It certainly has a great future as a forcing Gladiolus.

Yours very truly,
CHARLES H. ALLEN.

"America" was awarded Certificate of Merit by S. A. F., Washington, D. C., 1905; Mass. Hort. Soc., Boston, 1905; by American Institute, N. Y. City, 1905. Also used for decorating the Yacht "Mayflower" when Pres. Roosevelt received the Peace Envoys.

You must have noticed that words of highest praise have been evoked wherever "America" has been exhibited



"AMERICA"

No. 2

Electro like above, or one of same style enlarged to 3x7¾ inches, free to customers.



No. 3

GLADIOLUS CHILDSI

An electro like above free of charge to our customers.

PHOENIX ROEBELINI

The magnificent new Palm, greatest of all decorative plants



Electro Loaned

The newest, and in every respect, the finest and most beautiful Palm grown. It has the graceful and beautiful foliage of Cocos Weddelliana, but ten times as much of it, and it is the hardiest and most easily grown of all Palms, and just the one that will succeed admirably in any window. Nothing can surpass it as a decorative plant. The whole world has gone wild over it, and it has recently sold as high as $100 each. We have the only large stock of it in America.

Seedlings from sand up to Dec. 1st		**$40.00 per 1000**
Transplants in 2 inch pots after Dec. 1st		**$75.00 per 1000**
4 inch pot plants	**$1.00 each.**	**$80.00 per 100**
7 inch pot plants	**$4.00 each.**	**$350.00 per 100**

In Ordering Electros of Gladiolus, Please Give Numbers